

Winning Capability Statements & Business Marketing

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What's PTAC All About?

- Congress established the Procurement Technical Assistance Cooperative Agreement Program in 1985 as part of the Department of Defense (DoD) Authorization Act
- PTAC was designed to assist businesses (focusing on small businesses) with federal, state and local government contracting
- The program is funded by the federal government through the United States Department of Defense's (DoD) Defense Logistics Agency and locally by the Tri-City Regional Chamber of Commerce

Washington State PTAC

Mission & Activities

- To maximize the number of capable Washington State companies participating in the government marketplace
 - Provides free one-to-one counseling
 - Workshops
 - Assists with locating bids & helps interpret solicitations
 - Assists with registrations & certifications
 - Assists with marketing to the government
 - Assists with specifications, standards, and drawings
 - Post-award assistance
 - Electronic Bid Match service (\$135/year and 30-day free trial)



Today's Objectives

- What is a Capability Statement?
- Types of Capability Statements
- Essential Elements
- Effective Use of Capability Statements
- Examples...Good & Not So Good
- Drafting Your Capability Statement



What is a Capability Statement?

- Concise overview of qualifications & experience
- Clearly shows why you are a “fit” for the customer
- Demonstrates your distinctive competencies
- Provides essential info to customers & partners
- Marketing Tool

Attributes of a Capability Statement

- Professional Appearance
 - Customer's *first* impression

- Succinct
 - Focus on strengths & core capabilities
 - Easy to quickly scan (1-2 pages)

- Tailored
 - Modify for specific opportunities or audiences
 - Include additional info for government buyers

Types of Capability Statements

- Printed brochures
- Fact sheets
- Glossy card stock or your own stationary
- Your Dynamic Small Business Search Profile (http://dsbs.sba.gov/dsbs/dsp_dsbs.cfm)
- Email attachments (PDF)
- Website pages
- Line card
- Prescribed by solicitation vs. company generated marketing material



Types of Capability Statements

Responding to a Solicitation (RFI/Sources Sought)

- Carefully read the solicitation
- Mirror the language of the solicitation/Scope Of Work
- Follow format provided
- Support company gaps in skills/experience with:
 - Letters of Commitment
 - Subcontracts
 - Teaming Arrangements
 - Security Clearances

Example: Responding to a Sources Sought

Solicitation Number: N0016410RJQ31

1. Point of Contact, phone number, fax number, email address, taxpayer identification number, DUNS number and CAGE Code:
2. Business Size:
3. Registration/Certifications (CCR, SDB, 8(a), HUBZone, etc):
4. Provide a summary of their company's capabilities with respect to the draft specification including organization name, address, and a description of facilities and/or equipment, manufacturing processes, inspection capability, personnel, past experience, and current production capacity and related manufacturing experience.



Essential Elements

- Corporate Contact Info
 - (Name, address, telephone, fax, e-mail, website, etc.)
- Geographical Coverage
- Areas of Expertise (bullet statements)
- Unique capabilities or resources
- Past Projects or Customers
- Key personnel experience
- Security Clearances

Essential Elements - continued

- Industry licenses/certifications or quality assurance certs
- Bonding level (Construction)
- DUNS #, CAGE code, NAICS, PSC/FSC codes
- Current CCR and ORCA registrations
- Small Business Certs (HUBZone, SDB, 8(a), SDVOB, DBE, etc.)
- Acquisition vehicles - ways they can buy from you
 - GSA Schedule, DOD eMail
 - Accept government credit cards



Additional Elements: Nice to Have

- Business Background/History: Be brief!
- Special Accreditations or Awards
- Customer Testimonials
- Contact info for customers if willing to be references



Essential Elements

Preparation Tips

- Professional appearance
- Cover elements as briefly as possible
- Easy to read, not too wordy
- Use bullets/short sentences/tables
- Use company logos & color - reinforce branding
- Watch use of acronyms & industry jargon
- Continuously update!



Effective Use of a Capability Statement

- Use as a follow-up after phone calls
- Distribute to buyers & potential customers
- Include in proposals
- Present via website & e-mail (PDF format)
- Use at trade shows, meetings, events
- Tailor to specific audiences
- Follow-up...build a relationship
- With “elevator speech” (take-away after meeting someone)

Example...Not so Good

ABC Geographers, Inc. is a geographic knowledge company. We offer both an out-of-the-box GIS solution for non specialists and we provide customized solutions to facilitate effective location-based decision-making. We understand how geography – when easily shared and integrated with visualization and analytical tools - can be a powerful mechanism to enable all levels of decision makers and project managers, whether they are in senior positions or distributed throughout an entire organization. Our products and services integrate location and time-dependent information (e.g., sales, farmer location, weather data, risk models) with an organization's own data. This integration creates an innovative spatial/temporal decision support system for institutions and businesses working in agriculture, agribusiness, food security, natural resource management, and economic development.

The success of business and development initiatives depends on information. The quality of decisions determines impact. Both location and timeliness are critical to advisors, growers, distributors, field trial, production, food security logistics, watershed engineers, foresters, fire prediction, etc. and most especially for those in policy and regulatory affairs. ABC's know-how and vision combine to deliver a comprehensive suite of technology that is both spatially explicit and temporally acute. This know-how ensures more efficient and more effective decisions across the information chain.

What ABC Geographers, Inc. is: We build Spatial/Temporal Information Systems (STIS) fully customizable to our client's needs and specifications. We are a knowledge company specializing in solutions for agriculture, agribusiness, natural resource management, and international development. Our off-the-shelf solution, AWhere, is rapidly becoming the standard GIS solution for non-specialists. Our clients include agri-businesses, crop insurance, international development organizations, education, politics and lobbying. We are a knowledge company - we bring experience and insight - and value - on 'why' knowing 'where' the focal point is and then 'what' to do 'when' and for 'whom'. This is the value return to our insight and innovation - our products can connect biology (field trials, production information etc. to real-time conditions and thus 'biological' outcome estimates and predictions) to 'customers' that include growers, scientists, commodity traders, food security/relief experts and politicians and policy makers. Connecting to real customer resource management (CRM) increases decisiveness (knowing where, when and who), makes efficiencies (freeing precious time), and increases effectiveness (doing things and seeing patterns and trends that you could not see before) all of which directly influence the bottom line impact of decisions - and investments. We deliver knowledge solutions through spatial and temporally specific technology.

We utilize GIS technology and we create tremendous value with it but our technology is not built for the GIS specialist. ABC builds software for everyone. Our 'Distributed, Cascading, Knowledge Model'[™] is applied common sense. We integrate data and software and get the combination in front of a wide audience for the purpose of decision making.

Example...Good



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 Phone 509-922-1254
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 www.psbinding.com
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At a Glance
 Duns # 807868877
 Cage #4WJX2
 SIC Code 5044
 NAICS Codes:
 423420
 423830
 424120

Service-Disabled
 Veteran Owned
 Small Business

Presentation Solutions provides document finishing products to businesses, schools and print shops. We have products to laminate digital output; desk top pouch laminators; school laminators; high production, wide-format laminators and UV coaters. We also offer binding machines for comb, coil, wire and VeloBind spines and covers to finish documents. These can be office size or large production models. Other items: paper folders; score/perf/numbering machines; business card cutters; paper trimmers, guillotine cutters, shredders, shrink wrap equipment and custom pocket folders, cover sets and binders.

Services	Customers
<ul style="list-style-type: none"> • Custom Presentation Items <ul style="list-style-type: none"> Presentation Folders 3-Ring Binders Thermal Folders Thermal Hard Cover Books • CD and DVD duplication • Laminators/Film UV Coaters <ul style="list-style-type: none"> Desktop Pouch Laminator School Laminators Print Shop Wide Format Laminators • Paper Handling Equipment <ul style="list-style-type: none"> Paper Folders Drills Cutters and Trimmers Number/Perf/Score Equipment • Finishing Equipment <ul style="list-style-type: none"> Punches, Inserters, Comb, Coil, Wire, VeloBind • Shredders • Shrink Wrap Equipment and Film 	<ul style="list-style-type: none"> • Department of Corrections <ul style="list-style-type: none"> Pine Lodge Early Release • Department of Social & Health Services <ul style="list-style-type: none"> Eastern State Hospital • Department of Energy • Battelle/PNNL • State of Washington • Counties <ul style="list-style-type: none"> Spokane Coeur d'Alene Whitman • Cities <ul style="list-style-type: none"> Spokane Coeur d'Alene Moscow • Schools • Universities <ul style="list-style-type: none"> Gonzaga University Eastern Washington University Washington State University

Authorized Dealer for leading manufacturers of document finishing equipment and supplies including: General Binding Co (GBC), Dry Tac, DryLam, ProBind, Akiles, MBM, Ledco, Challenge, Martin Yale, Count Machinery, and many others. Authorized repairs for On-Site and GBC.

Company History Presentation Solutions is a service-disabled, veteran owned, small business. The business has been operating in the Spokane Valley, Washington for the last 17 years, with a local sales showroom and warehouse.

Example...Good



Leading Supplier of Digital Recording
Solutions for Video, Voice & Data
The Jackson Building
3440 Park St.
Grove City, OH 43123
P. 614-876-8500 or 800-566-8566
F. 614-875-8179
Web www.soundcommunications.com
Email sales@soundcommunications.com

At A Glance:

Cage Code.....1XH20
DUNS# 621360361
Set-Asides Small Business
..... Vietnam-Era Veteran Owned
EIN31-1331321
Organization..... S Corp

Capabilities Statement

Capabilities

- Digital Audio Recording
- Call Center Support
- Digital Video Surveillance/Recording
- Call Center Performance Optimization
- Agent Evaluation Systems
- Digital Court & Commission Recording

Company

Established in 1983, Sound Communications is Vietnam-era veteran-owned, small business. We are the Midwest's leading supplier of digital recording solutions for video, voice and data. Our digital voice recording platform of choice is Mercom's Audiolog, and we are one of only six Mercom Platinum Dealers worldwide. Mercom's product line also includes MIQ Agent Evaluation Software.

In addition, we are also certified resellers and partners for VIQ Solutions (digital courtroom recording) and Concerto Software (contact center performance solutions). Sound Communications also develops and installs our own **SCI-DVR**: turnkey digital video recording solutions. Our systems are recording video, voice and data in hundreds of facilities throughout the Midwest and beyond.

Executive Bios

Garry Stephenson (Founder, President & CEO) has more than 20 years of experience in digital recording. He holds a bachelor's degree from Ohio University, and is a Vietnam-era veteran of the U.S. Navy. Garry serves on the Mercom Systems Advisory Board for Value Added Resellers.

Toni VanHorn (Vice President & CFO) has more than 25 years of experience in business and fiscal management. She is an alumna of Bowling Green State University and the University of Cincinnati, having studied Business Administration at both institutions.

Darin Cooper (Systems Engineer & CTO) has more than eight years of experience in both mid-level business management and digital recording. He is a graduate of the University of South Florida, and was designated Sales Engineer of the Year by Mercom in 2003.

Client References/Performance History

American Electric Power Multi-site installation spanning six states and incorporating call recording and agent evaluation packages.	United States District Court, Southern District of Ohio Enterprise-level courtroom recording systems in Dayton and Cincinnati	Union County (OH) Court of Common Pleas Enterprise-level courtroom recording systems in Probate and Juvenile courts
Cinergy Corporation Call recording with integrated screen capture encompassing two sites and more than 1000 channels.	United Parcel Service Multi-site installation incorporates call recording with network-attached storage (NAS) and centralized archiving	Hewlett Packard This outsourced Procter & Gamble installation includes call recording at multiple sites with both traditional and home-based agents.
Bureau of Public Debt Multi-site call recording installation upgraded in 2005.	The Berry Company Multi-site installation spans 10 states and includes VoIP recording.	Fairfield County Sheriff 16-camera digital video recording and surveillance system

Example...Good



- **Mission**
- To Deliver Quality IT Services Quickly at affordable prices.
- **IT - Quality Quick Quantity**
- **Philosophy**
- VMWI develops relationships with its clients to identify their needs and to provide quality solutions and technical resources that meet their needs. A relationship with VMWI allows organizations to more effectively utilize limited resources and to develop solutions that are cost effective.

Services	Customer
<ul style="list-style-type: none"> ■ Application Development ■ Web Development ■ Web Maintenance ■ Database Administration ■ Data Warehousing ■ Software Consulting ■ E-Commerce ■ E-Government ■ Custom Software Development ■ Data Entry ■ Re-engineering ■ Legacy Application Migration ■ Independent Testing & Validation 	<ul style="list-style-type: none"> ■ DNREC ■ Division of Revenue ■ Dept. of Labor ■ GIC ■ Safety and Homeland Security ■ Department of Justice ■ UD – Division of Poultry ■ Synbiotics <p>Certification:</p> <ul style="list-style-type: none"> • VMWI is an 8(a) certified company • Disadvantaged Business Enterprise • (OMWBE) has certified it as a Minority Business.

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Cost estimate

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Point of contact: Sakthi A. Vel - (302)-239-4661 or vel@velmicro.com



Marketing to the Government

- Website
- Attend tradeshow/events
- Keep CCR/DSBS current & complete
- Do prep work then contact the “right person”
- Make sure they know about you!

Upcoming Events

Government Contracting 101

May 19, 2011

9:00am-10:30am

Tri-Cities Business & Visitor Center, Kennewick, WA



Meet the Buyer: *Doing Business with the Cities & Counties*

May 24, 2011

8:30am-10:00am

Tri-Cities Business & Visitor Center, Kennewick, WA

Sponsored by



Questions???



Thank you for attending!

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